

To participate in the **ASK FIRST/IT'S THE LAW** program, all you have to do is:

- Know the state law.
- Use the **ASK FIRST/IT'S THE LAW** materials to learn about your responsibilities.
- Post **ASK FIRST/IT'S THE LAW** signage in prominent locations, including on your front door and cash register.
- Instruct all employees to ask for I.D. from anyone trying to buy cigarettes who looks under age.
- Enforce the law—Do not sell cigarettes to minors.

Remember, to stop cigarette sales to minors, all you have to do is ask.

To order more of these retail educational kits, or any of the signage or educational materials, please use the enclosed order form or call 1-800-672-3155.



Supporting Responsible Tobacco Retailing